What is claimed is:

1. A lamp comprising:

a heat conductive post having a bottom and a top and longitudinal recesses in an exterior of said post extending from the bottom to the top, said recesses defining plural wireways;

plural light-emitting diode (LED) assemblies that each comprise a substrate with an LED at a first end thereof and an electrical conductor that extends from said LED to a second end of said substrate, each of said LED assemblies being in a different one of said wireways and in a heat conductive relationship with said post, the first end of said substrate being at the top of said post; and

a circuit board that is at the bottom of said post and connected to said electrical conductor.

2. The lamp of claim 1, wherein sides of each of said wireways has inward projections that hold a respective one of said LED assemblies.

3. The lamp of claim 1, wherein each of said wireways is generally T-shaped in cross section with an open exterior slot at a base of the T-shape and an interior cavity wider than said slot defining a cap of the T-shape, and wherein said substrate is carried in said interior cavity.

4. The lamp of claim 3, wherein said slot is wider than said electrical conductor.

5. The lamp of claim 3, wherein said interior cavity has a projection therein that presses against a bottom of said substrate.

6. The lamp of claim 1, wherein said first end of said substrate is bent relative to a remainder of said substrate.

7. The lamp of claim 1, further comprising a reflector attached to the bottom of said post, and wherein each said LED faces said reflector so that light from each said LED is directed to and reflected from said reflector.

8. The lamp of claim 1, further comprising a heat sink attached to the bottom of said post.

9. The lamp of claim 1, wherein the bottom of said post has a hollow therein and said circuit board is in said hollow.

10. The lamp of claim 1, wherein said electrical conductor comprises a wire that extends beyond said second end of said substrate and wherein said wire extends entirely through said circuit board.

11. A lamp comprising:
a thermally conductive base;
a thermally conductive post having at least one slot with retaining elements, said post being in a thermally conductive relationship with said base;
an LED mounted on a substrate, said substrate being retained in said at least one slot by said retaining elements with said LED adjacent to a top of said post, said LED being in a thermally conductive relationship with said post;
said substrate further having an electrical connection for said LED that extends to a distal end of said substrate; and
a circuit board retained in said base and electrically coupled to said electrical connection.

12. The lamp of claim 11, wherein said at least one slot has a projection therein that presses against a bottom of said substrate.

13. The lamp of claim 11, further comprising a reflector attached to said base and wherein said LED and said reflector are arranged so that light from said LED is reflected from said reflector.

14. The lamp of claim 11, further comprising a heat sink attached to said base.

15. A method of making a lamp, comprising the steps of:

providing a heat conductive post having a bottom and a top and longitudinal recesses in an exterior of the post extending from the bottom to the top, the recesses defining plural wireways;

inserting a different one of plural LED assemblies into each of the plural wireways so that each of the LED assemblies is in a heat conductive relationship with the post, each of the LED assemblies having a substrate with an LED at a first end thereof adjacent to the top of the post and an electrical conductor that extends from the LED to a second end of the substrate;

mounting a circuit board for the LED assemblies at the bottom of the post; and

connecting each electrical conductor to the circuit board.

16. The method of claim 15, wherein each of the LED assemblies is held in a respective one of the wireways with projections from sides of the respective one of the recesses that press against sides of the substrate.

17. The method of claim 15, wherein each of the LED assemblies is held in a respective one of the wireways with a projection from a bottom of the respective one of the recesses that presses against a back of the substrate.

18. The method of claim 15, wherein the first end of the substrate is initially inserted through the bottom of the post.

19. The method of claim 18, wherein the inserting step comprises the step of bending the first end of the substrate relative to a remainder of the substrate when the first end reaches the top of the post during insertion.

20. The method of claim 15 further comprising the step of attaching a reflector and a heat sink to the bottom of the post, the reflector and the LED being arranged so that light from the LED reflects from the reflector.

21. The method of claim 15, further comprising the steps of providing a hollow at the bottom of the post and mounting the circuit board in the hollow.